

USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

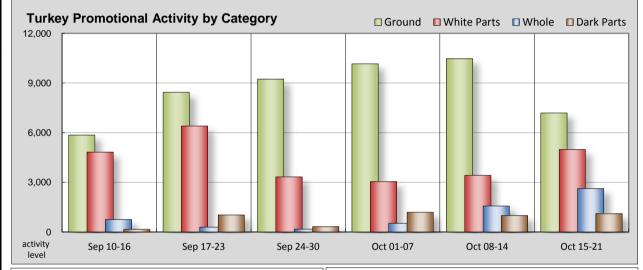
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

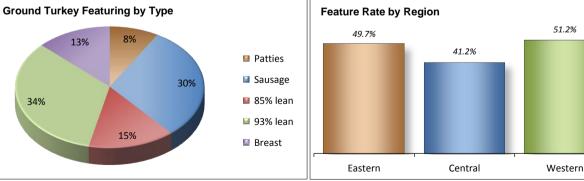
NATIONAL SUMMARY												
	THIS WEEK LAST WEEK LAST YEAR											
1/		of 19,200		of 19,200	46.4% of 18,600 outlets							
Feature Rate 1/		tlets		tlets								
Special Rate 4/	5.	.0%	6.	.1%	1.5%							
Activity Index 2/	17	,190	17	,750	14,510							
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
WHOLE BIRDS:												
Fresh - Hens	200	1.29	260	1.79								
" - Toms	10	0.99										
Frozen - Hens	1,280	0.90	890	1.12	990	0.80						
" - Toms	1,130	0.89	420	0.87	740	0.77						
PARTS:												
Breast:												
Bone-in, whole												
Fresh	10	2.29	80	2.26	10	2.29						
Frozen	1,440	1.65	1,540	1.73	1,820	1.42						
Hotel Style												
Fresh												
Frozen	180	1.29	60	1.43								
Split, bone-in												
Fresh												
Rotisserie	1,830	7.97	650	7.96	760	6.55						
Boneless, whole	290		130		20							
Cutlets	920	_	650		690							
Cutlets, thin sliced	10	_	000	4.00	000	4.00						
Strips	'	4.00										
Tenders	300	4.80	310	4.80	880	4.13						
Marinated Tenders	1,280		760		940							
Drumsticks	210		270		60							
Thighs	10		90		40							
Wings	280		280		20							
Necks	230		230		20	1.55						
Smoked Drumsticks	180		10	-								
Smoked Wings	190		60		10	1.29						
Smoked Necks	190	2.01	50		10	1.29						
GROUND TURKEY:	7,190	2.78	10,470		7,000	2.72						
Patties	610		890		740							
Sausage	2,180		2,910		1,910							
85% lean	1,060		2,280		920							
93% lean	2,410		2,620		2,450							
Breast	930		1,770		980							
Rolls (frsh/frz 1 lb.)	20		540		530							
ROIIS (TISN/TIZ 1 ID.) 20 1.25 540 1.36 530 1.49												

Retailers begin to introduce a few Thanksgiving holiday promotions, just as the weather starts to remind us that summer is definitely over. Retail activity slows. Offers continue to increase on whole turkeys; frozen turkeys are widely promoted with some very

attractive prices out there. However, compared to a year ago frozen hens average 10 cents higher and toms are 12 cents higher. Bone-in turkey breasts are less active and frozen prices trend lower. Rotisserie is heavily promoted, especially in the Western region. Boneless breasts, cutlets and marinated tenders are more available. Advertised prices trend higher on boneless breasts, lower on cutlets and marinated tenders. Activity increases on dark parts; advertised prices are higher on most items. Offers on ground turkey slow. The weighted average price drops as fewer stores feature ground breast this week. The 93% lean is the most active, followed by sausage and 85% lean.

This Week's Turkey Feature Highlights





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion

Note: rolls not included in ground fresh ground turkey total and weighted average. (e.a., buy 1, aet 1 free, etc.) Source: USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911

Fri. Oct 15, 2010

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	EASTERN U.S.			CENTRAL U.S.		F. Con	WESTERN U.S.		A	
	(CT,DC,DE,FL,GA,MA,MD,M	IE,		(AL,AR,IA,IL,IN,KS,KY,LA,N	1I,MN,		(AZ,CA,CO,ID,MT,		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
	NC,NH,NJ,NY,PA,RI,SC,VA,	VT,WV)	#	MO,MS,ND,NE, OH, OK,SD	,TN,TX,WI)	STATE OF THE PERSON OF THE PER	NM,NV,OR,UT,WA,WY)		ATT	
Feature Rate 1/	49.7% of 8,400 sampled outlets 3.8% of stores w/ no-price promotions			41.2% of 6,300 sampled outlets 1.1% of stores w/ no-price promotions			51.2% of 4,500 sampled outlets			
Special Rate 4/							12.5% of stores w/ no-price promotions			
Activity Index 2/	Activity Index = 8,300			Activity Index = 4,050			Activity Index = 4,840			
,	Price Range	ge Summary		Price Range Summary		nary	ŭ		Summary	
	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	
WHOLE BIRDS:										
Fresh - Hens	1.19	120	1.19	0.99	10	0.99	1.49	70	1.49	
" - Toms				0.99	10	0.99				
Frozen - Hens	0.49 - 1.09	760	0.96	0.49 - 1.09	510	0.79	1.49	10	1.49	
" - Toms	0.49 - 1.09	760	0.94	0.49 - 1.09	360	0.78	1.49	10	1.49	
PARTS:										
Breast:										
Bone-in, whole							2.29	10	2.29	
Fresh Frozen	1.49 - 1.99	340	1.88	1.17 - 1.89	670	1.47	1.49 - 1.79	430	1.73	
Hotel Style	1.49 - 1.99	340	1.00	1.17 - 1.09	670	1.47	1.49 - 1.79	430	1.73	
Fresh										
Frozen	1.29	180	1.29							
Split, bone-in	1.20	100	1.20							
Fresh										
	0.00 7.00	400	7.00	0.00 7.00	230	7.00	0.00	4.440	8.03	
Rotisserie	6.89 - 7.99	490	7.88	6.99 - 7.99	230	7.86	6.99 - 8.99	1,110		
Boneless, whole Cutlets	3.49 - 4.99 2.99 - 4.99	270 770	4.59				4.19 4.19 - 5.45	20 150	4.19	
Cutlets, thin sliced	2.99 - 4.99 4.99	10	4.26 4.99				4.19 - 5.45	150	5.27	
Strips	4.99	10	4.99							
Tenders	4.49 - 4.99	140	4.95	3.99	10	3.99	4.19 - 4.79	150	4.70	
Marinated Tenders	3.73 - 4.26	880	3.91	3.73 - 4.26	60	3.99	3.33 - 4.66	340	4.70	
Drumsticks	0.99 - 1.99	190	1.78	1.19 - 1.39	20	1.32	3.33 - 4.00	340	4.51	
Thighs	1.69	10	1.69	1.10 - 1.00	20	1.02				
Wings	1.49 - 1.99	260	1.72	1.19 - 1.39	20	1.32				
Necks	1.49 - 1.79	220	1.69	1.39	10	1.39				
Smoked Drumsticks	1.99	150	1.99	2.19	30	2.19				
Smoked Wings	1.99	150	1.99	1.69 - 2.19	40	2.10				
Smoked Necks										
GROUND TURKEY:										
Patties	2.50 - 3.08	510	2.89	3.08	20	3.08	3.39 - 3.99	80	3.72	
Sausage	1.91 - 2.99	620	2.44	1.91 - 3.03	740	2.46	2.45 - 3.79	820	2.94	
85% lean	1.75 - 3.07	610	2.25	1.66 - 2.50	330	2.06	1.99	120	1.99	
93% lean	2.30 - 3.84	730	2.57	1.67 - 2.87	530	2.37	1.99 - 3.19	1,150	2.71	
Breast (99-100% lean)	3.20 - 4.99	120	4.24	3.99 - 4.79	440	4.09	3.13 - 4.99	370	4.32	
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.50	10	1.50				